

PSJ14 Janssen Opp Exh 26 – JAN-MS-00660589

From: Mello, Stephanie [JANUS]
To: Johnson, Johnette [JANUS]
CC: Demiro, Frank [OMPUS]; Burns, Kanitha [OMPUS]; Lin, David [OMPUS]; Yap, Patricia [OMPUS]
Sent: 1/15/2013 3:04:57 PM
Subject: FW: Extended Team Meeting
Attachments: Extended Team Meeting_1-15-13.pptx

Hi Johnette,

I am home sick again today. I spoke with Frank and he will cover my 1:20-1:30 review of the training calendar.

Please let me know if you have any questions.

Thanks,

Stephanie

From: Johnson, Johnette [JANUS]
Sent: Monday, January 14, 2013 10:45 AM
To: Lin, David [OMPUS]; Mello, Stephanie [JANUS]; Burns, Kanitha [OMPUS]
Cc: Yap, Patricia [OMPUS]
Subject: Extended Team Meeting

David, Stephanie, and Kanitha,
Please find attached the draft presentation for tomorrow's Extended Team meeting at 1pm. The proposed agenda is as follows:

1:00 – 1:05	Introductions	All
1:05 – 1:20	Pain Sales Force Update	David
1:20 – 1:30	Training and Sales Meetings	Stephanie
1:30 – 2:00	2013 Key Tactics	Kanitha

If you can let me know of any suggested changes, that would be great. Thanks so much!

Best regards,
Johnette

Johnette Johnson
Product Director, Internal Medicine Marketing



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NUCYNTA[®] ER 
tapentadol extended-release tablets



NUCYNTA[®] 
tapentadol

Extended Team Meeting

January 15, 2013

Agenda

Time	Topic	Presenter
1:00 – 1:05	Introductions	All
1:05 – 1:20	Pain Sales Force Update	David
1:20 – 1:30	Training and Sales Meetings	Stephanie
1:30 – 2:00	2013 Key Tactics	Kanitha

David W.
providing
updated
version

2012 Full Year Performance

- **NUCYNTA/NUCYNTA ER YTD NTS:** **\$185.2MM ACT vs. \$179.3MM NU**
 - NUCYNTA YTD NTS: \$124.4MM ACT vs. \$121.1MM NU
 - NUCYNTA ER YTD NTS: \$60.8MM ACT vs. \$58.2MM NU
- YTD **Nucynta ER TRx** volume is 261,168 which is **5.0% favorable** to the YTD NU forecast.
- YTD **Nucynta TRx** volume is 860,753 which is **1.6% favorable** to the YTD NU forecast.

NUCYNTA® ER / NUCYNTA®

2013 Business Plan Strategic Cascade

Key Insights

In habitual prescribing market, trial and adoption requires promotional intensity

Prescribers position NUCYNTA® ER for earlier LAO use

Cost and access perceptions trump worthy clinical profile

Strategic Choices



Key Business Questions

How do we **leverage sales & marketing resources** to grow NUCYNTA® ER disproportionately within a focused strategic customer base?

How will potential **legislative / policy events** affect overall pain market growth? Does this vary by region?

What is the potential impact of **generic Opana ER and OxyContin** entrants in LAO market?

How do we demonstrate NUCYNTA® ER's **value proposition** beyond current clinical trial data?



DRAFT – Subject to Legal, HCC, and Regulatory Review & Approval.

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beyond the original distribution.

2013 NUCYNTA® ER & NUCYNTA® STRATEGY

Key Business Questions

How do we leverage sales & marketing resources to grow NUCYNTA® ER disproportionately within a focused strategic customer base?

How will potential legislative / policy events affect overall pain market growth? Does this vary by region?

What is the potential impact of generic Opana ER and OxyContin entrants in LAO market?

How do we demonstrate NUCYNTA® ER's value proposition beyond current clinical trial data?

Strategic Imperatives & Strategic Drivers

Establish NUCYNTA® ER as first choice LAO

- Enhance brand **awareness** at the point of prescribing
- Build, educate, and equip **best-in-class PAIN FORCE** to win in targeted accounts
- **Customize marketing tactics and channels** to gain new writers and increase productivity
- Enhance **Speaker Program** platform and delivery vehicle

Capitalize on and maintain favorable access

- Strengthen **dissemination of value proposition**
- Provide **instant patient benefit verification** at point of care
- Enhance **integration of access message**
- Improve convenience and accessibility to **patient savings** programs
- Anticipate and address **policy** changes to enable appropriate access to medications

Generate & disseminate differentiating clinical and economic data

- **Generate data** on comparative effectiveness, efficiency and abuse
- Strengthen data content for **proactive dissemination**
- Establish scientific and clinical **presence** for NUCYNTA® ER in DPN treatment
- Effectively utilize **MIR process**
- Enhance **data dissemination** efficiency by leveraging digital Med Info delivery platform

Our business model has evolved to drive focus against key specialty audiences

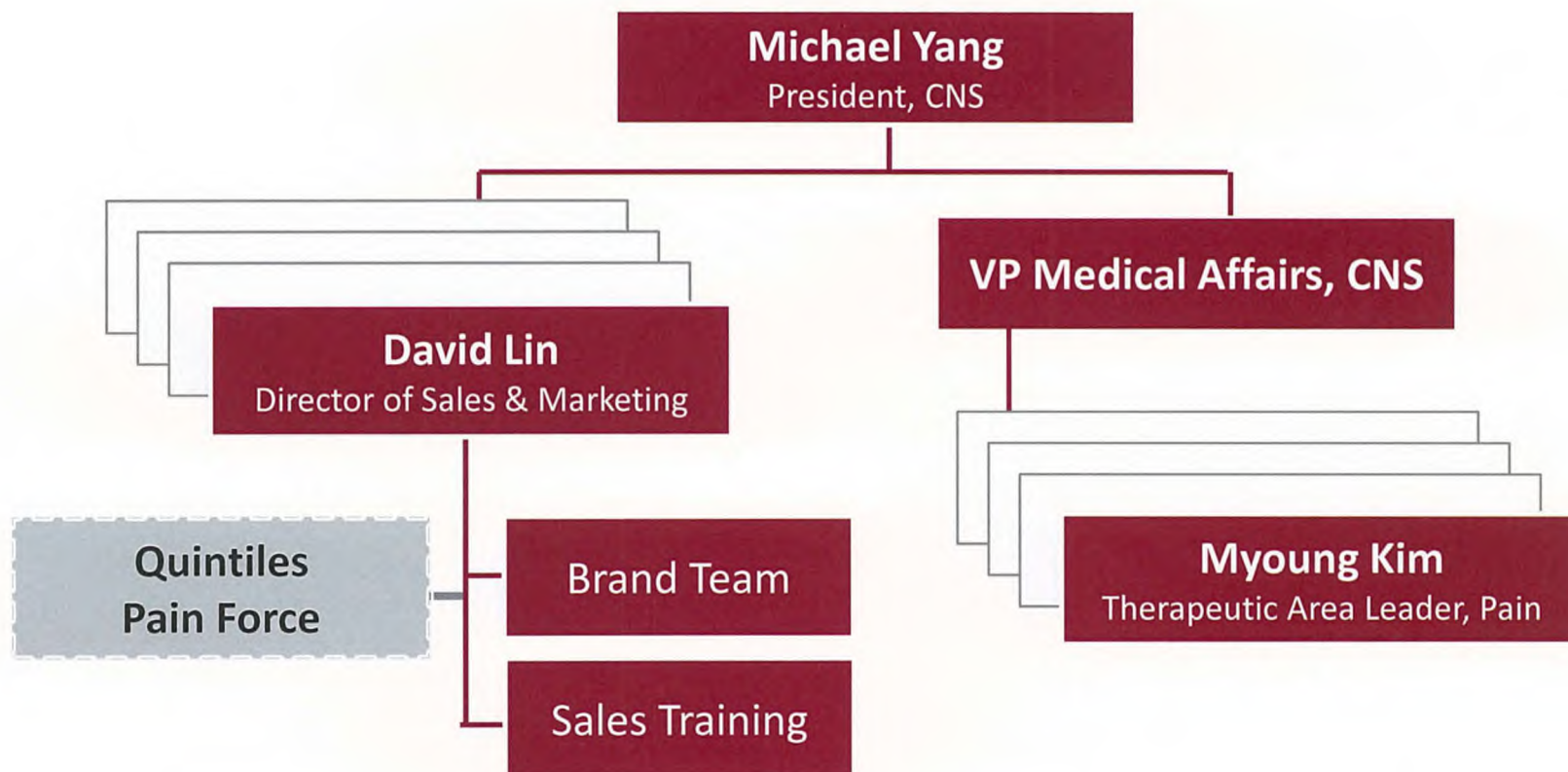
from 2012

- Pain part of Internal Medicine business unit
- National deployment included pain targets (specialists & PCP), but driven by XARELTO
- Portfolio inclusive of several launch assets (CV, Pain, Metabolics)
- Incentive heavily weighted towards XARELTO launches

to 2013

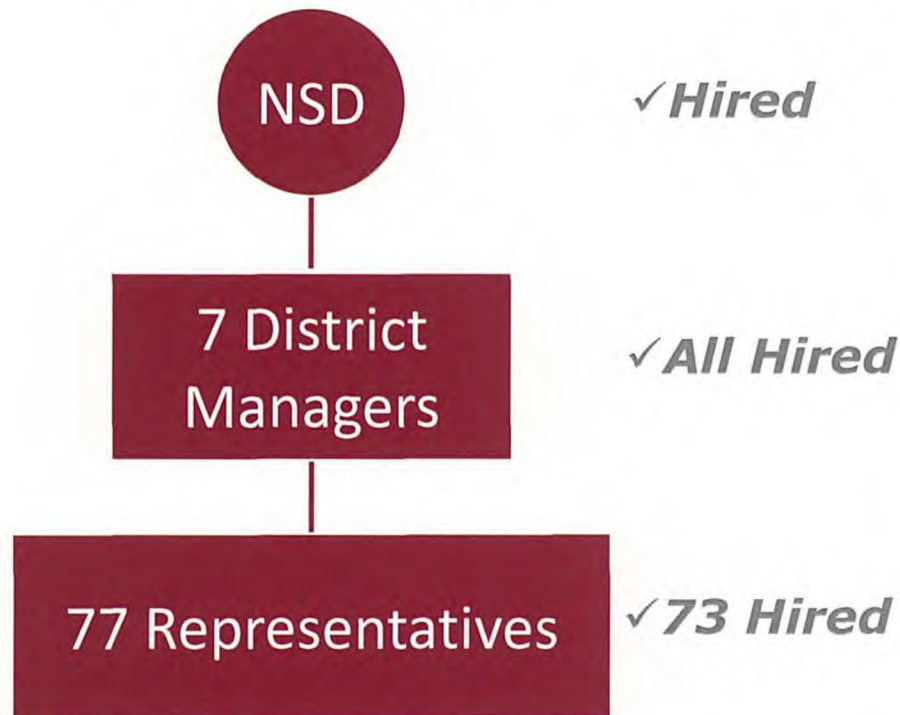
- Pain now part of CNS business unit
- Laser focus on key Pain markets and targets (specialist focus, select PCPs, NPs & PAs)
- Focused on key pain markets with opportunity for disproportionate growth
- Incentive 100% focus on NUCYNTA ER & NUCYNTA

The Janssen PAIN organization resides within the CNS business unit



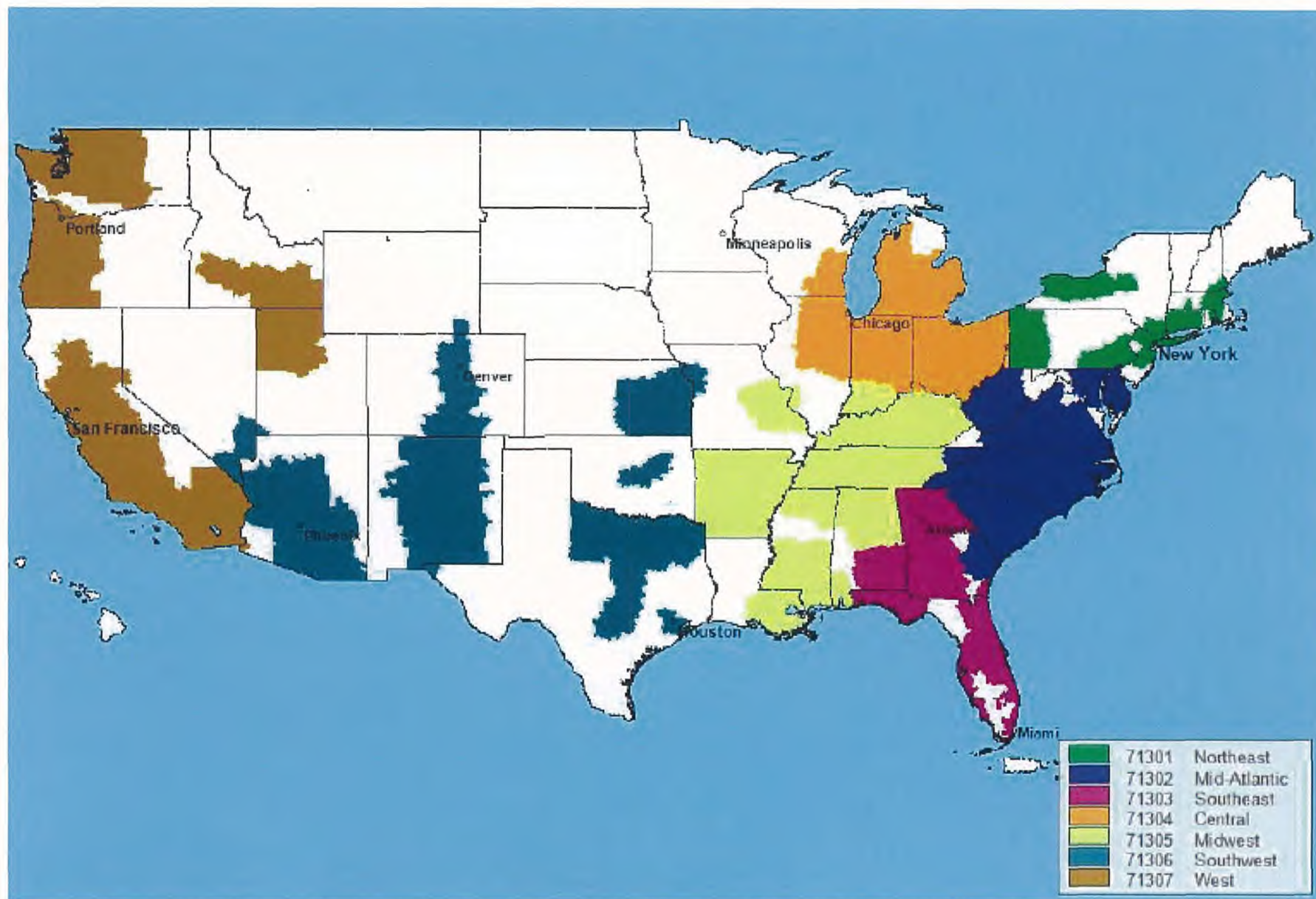
Specialized Pain Force Dedicated to Promoting NUCYNTA ER / NUCYNTA

PAIN FORCE



- Focused Coverage of High Prescribers within Targeted Markets
- Enhanced Resources to Maximize Access Messaging & Provider Support
- NUCYNTA ER Growth is Priority

PAIN SPECIALIST – 2013



NUCYNTA® ER/NUCYNTA® Customers (4Q12) fall into 3 categories

4Q 2012 CUSTOMERS

NUC Targets
(~46k targets)

1Q 2013: 3 GROUPS of CUSTOMERS

NUC Targets
Transitioning to Pain Team
(~7k targets)

NUC Opt In Targets
(~6k targets)

NUC Non Targets
(~23k targets)

Retail Team direction in 1Q2013 to support NUCYNTA® ER/NUCYNTA® customers

CUSTOMERS	JANUARY	FEBRUARY	MARCH
1 NUC Targets Transitioning to Pain Team <i>(~7k targets)</i>	<ul style="list-style-type: none"> Active promotion of NUC ER/NUC (2 calls/mo.) 	<ul style="list-style-type: none"> Transition customers to new Pain Representatives 	
2 NUC Opt In Targets <i>(~6k targets)</i>	<ul style="list-style-type: none"> Opt in customers to NUC ER/NUC non-personal program Drop print materials 		
3 NUC Non Targets <i>(~23k targets)</i>	<ul style="list-style-type: none"> NO ACTION NEEDED from Retail Team Letter mailed to HCPs from home office <ul style="list-style-type: none"> NUCYNTA® 800# for HCP resources Opt in BRC for NUCYNTA® non-personal program 		

"One-Stop-Shop" Resource Center for HCPs



In-Bound Calls from HCPs

- Brand resources
- Ability to transfer to Janssen Med Info

Fulfillment Center

- Pick-pack-ship printed material
- Ability to print on demand

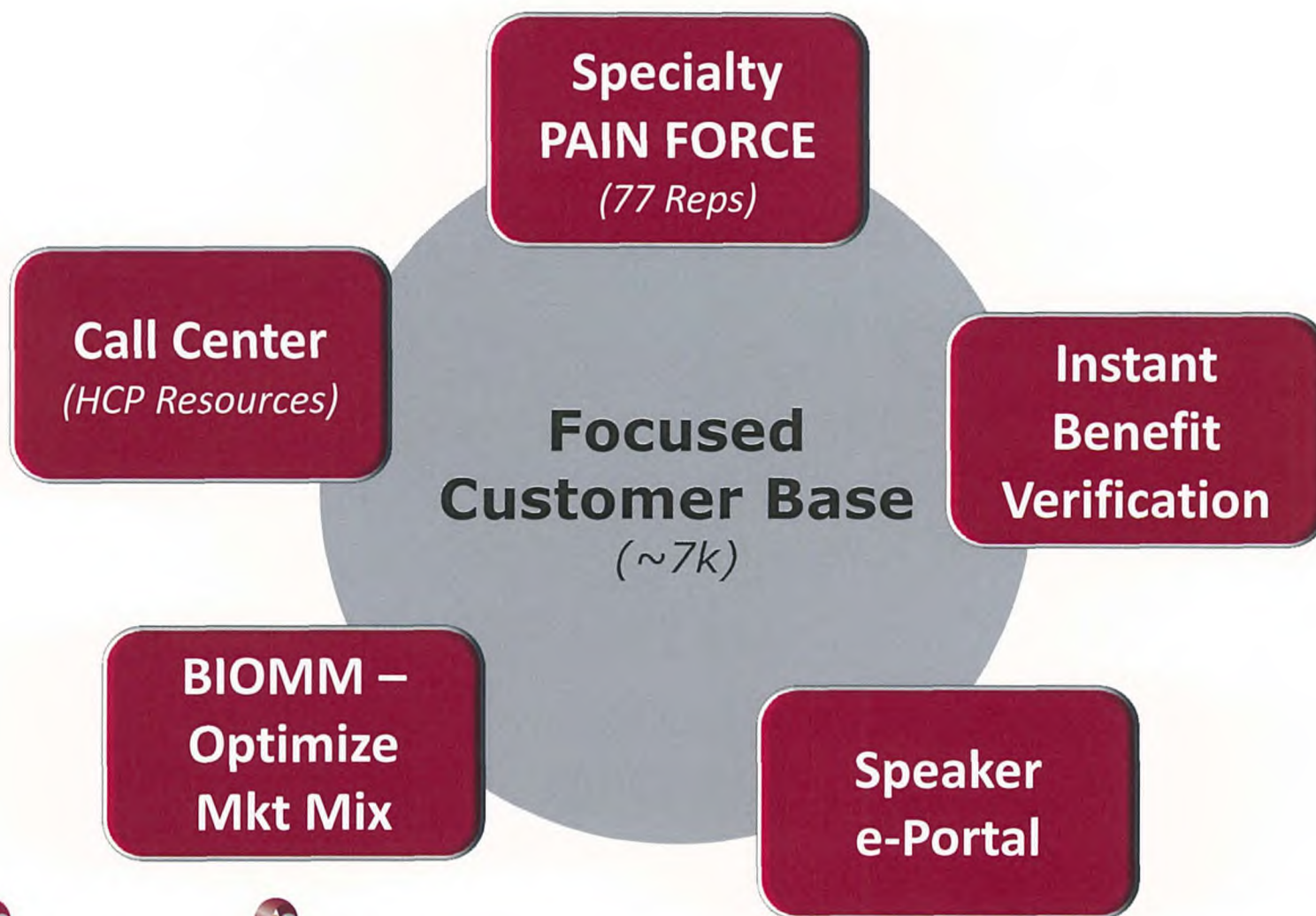
Representatives

January 2013						
S	M	T	W	T	F	S
		New Year's Day	Quintiles Requirements	Quintiles Requirements	Janssen Core Curriculum Requirements	
				National Call-DM's & Reps	District Meetings with Field Trainers	
7						
	Janssen Core Curriculum Requirements	Janssen Core Curriculum Requirements	Janssen Core Curriculum Requirements	Janssen Core Curriculum Requirements	Nucynta®/Nucynta®ER Courses	
					Immersion Call #1	
					Topic: Brand Heritage	
14						
	Nucynta®/Nucynta®ER Courses	Nucynta®/Nucynta®ER Courses	Nucynta®/Nucynta®ER Courses	Nucynta®/Nucynta®ER Courses	Nucynta®/Nucynta®ER Courses	
		MASTERY ASSESSMENT (1/2)		MASTERY ASSESSMENT (2/2)	Immersion Call #2	
				Nucynta® Ask the Experts Call	Topic: KOL Specialty Perspectives	
21						
	Nucynta®/Nucynta®ER Courses	Field Time	Field Time	Field Time	Virtual Training	
		Retail Transition to New Pain Representatives			Immersion Call #3	
				Nucynta®ER Ask the Experts Call	Topic: Core Message/Assets	
28						
	FIELD READINESS CERTIFICATION					
	Field Time	Field Time	Field Time	Field Time		
		Retail Transition to New Pain Representatives				

Representatives

February 2013						
S	M	T	W	T	F	S
					1	
					Virtual Training	
					Immersion Call #4	
					Topic: Market Access	
3	4	5	6	7	8	
	Field Time					
	Nucynta®ER/Nucynta® Promotion-Learn & Explore Territory/Customers					
10	11	12	13	14	15	
	Field Time					
	Nucynta®ER/Nucynta® Promotion-Learn & Explore Territory/Customers					
17	18	19	20	21	22	
	Travel Day					
	NATIONAL MEETING					
			Pain Speciality Training			
24	25	26	27	28		
	Field					

New and Innovative Investment Choices



Instant Benefit Verification

Coverage and Co-Pay Information at the Point of Care

- Quick and easy online portal
- Prior authorization assistance
- Status Monitoring for Exceptions and Appeals

**Instant Benefit Verification
on NUCYNTA.com**

Sample leave behind piece



Instant Benefit Verification

Coverage and Co-Pay Information at the Point of Care

- Quick and easy online portal
- Prior authorization assistance
- Status Monitoring for Exceptions and Appeals

Instant Benefit Verification on NUCYNTA.com

Co-Pay >\$25 prompts Savings Card Pop Up

Instant Benefit Verification

What is your patient's NUCYNTA® ER or NUCYNTA® co-pay?

Results

Your patient's copay is: **(\$35.22)**

Verification Summary

Patient Name: (John Smith)
 Patient's Prescription Insurance Name: (XXXXXXXX)
 Patient's Prescription Member ID: (XXXXXXXX)
 Patient's Prescription Rx Group ID: (XXXXXX)
 Patient's Prescriber Rx Dtt: (XXXXXXXX)
 Product Name: (XXXXXXXX)
 Dosage: (XXXXXXXX)

NEW VERIFICATION

For support with your instant benefit verification, please call 1-877-626-0626, Monday-Friday 8:00 AM – 7:00 PM ET.

More Resources

- If your patient has commercial insurance, he/she may be eligible for a Pay No More Than \$25 Savings card Program available for NUCYNTA® ER or NUCYNTA®. Some restrictions apply. See eligibility criteria on Savings Card.
- If your patient has federally funded insurance, such as Medicare or Medicaid, or is uninsured, please visit [janssen.com/patientassistance](https://www.janssen.com/patientassistance).

This patient is eligible to pay no more than \$25* for their prescription co-pay of NUCYNTA® ER or NUCYNTA®.

*Some restrictions apply. See eligibility criteria on Savings Card.

Home - NUCYNTA® ER - Healthcare Professional Resources - (Program Name Here)

What is your patient's NUCYNTA® ER/ NUCYNTA® co-pay?

Please be advised that the information collected in this form will only be used to verify your patient's benefits. Please be advised that your patient's information may be shared with Janssen Pharmaceuticals, Inc., and any third-party vendor who is involved with our benefit verification processes for these purposes. All information you provide below will be governed by our Privacy Policy. By providing your information and clicking the SUBMIT button, you have read, understand, and agree to these conditions.

Prescription Insurance Information
 (Please enter prescription insurance and not medical insurance)

Type of Health Insurance*
 Policy Holder First Name*
 Policy Holder Last Name*
 Policy Holder Zip Code*
 Prescription Insurance Name*
 Member ID*
 Rx Group ID*
 Rx BIN*
 Rx PCN*

PATIENT'S INSURANCE CARD

Name: (John Doe) Rx Group ID: XXXXXXXXXX
 Member ID (Card ID): XXXXXXXXXX Rx BIN Number: XXXXXXXXXX
 Your Company Name: XXXXXXXXXX Your Company Name: XXXXXXXXXX

Patient Information

Patient Relationship to Policy Holder*
 Patient DOB* (DDMMYYYY)
 Patient Gender*
 Patient First Name*
 Patient Last Name*

Submit

New, Customized Approach to the Integration of Managed Care Messaging

COVERED FOR OVER 18 Million
Commercial & Medicare Part D PATIENTS IN NEW YORK

Medicare PART D ACCESS
1,205,404 Patients
NOVEMBER 2011 NOVEMBER 2017

NUCYNTA ER
tapentadol extended-release tablets

Prescribe with Confidence
for Commercial & Medicare Part D Patients.

1. Distribute Janssen Pharmaceuticals, Inc. The information provided represents an educational, promotional, or advisory service by Janssen Pharmaceuticals, Inc., concerning coverage, levels of reimbursement, payment, or charge. Please consult your prior organization with regard to local or actual coverage and reimbursement policies and determination processes. Please consult the full Prescribing Information, including Important Information for NUCYNTRA ER, and/or the accompanying full Prescribing Information for NUCYNTRA ER.

REIMBURSEMENT STATUS IN GREATER NEW YORK CITY*

COMMERCIAL PLAN	NUCYNTA ER STATUS*	OXYCONTIN® STATUS*
Aetna	Tier 2	Tier 2
CVS Caremark	Tier 2	Tier 2
Medco	Tier 2	Tier 2
EmblemHealth/HIP/GHI	Tier 2	Tier 2
UnitedHealthcare	Tier 3	Tier 2
Workers' Compensation	Covered	Covered

MEDICARE PART D PLAN	NUCYNTA ER STATUS*	OXYCONTIN® STATUS*
AAEP® Medicarex Preferred	Tier 3 (Preferred)	Tier 3 (Preferred)
AAEP® Medicarex Enhanced	Tier 3 (Preferred)	Tier 3 (Preferred)
SilverScript Basic	Tier 2	Tier 2
Express Script Medicare - Value	Tier 3 (Preferred)	Tier 3 (Preferred)

PAY NO MORE THAN \$25**

NUCYNTA ER
tapentadol extended-release tablets

RxBIN: 610020
RxORP: 99992234
ID: XXXXXXXXXX

PAY NO MORE THAN \$25 SAVINGS CARD*

NUCYNTA ER
tapentadol extended-release tablets

RxBIN: 610020
RxORP: 99992234
ID: XXXXXXXXXX

Please read the accompanying full Prescribing Information, including Important Information for NUCYNTRA ER and RESCRIPTON ODT, for NUCYNTRA ER (tapentadol extended-release tablets) as well as the accompanying full Prescribing Information, including RESCRIPTON ODT, for RESCRIPTON. Responsibility, and discuss any questions you have with your doctor.

*Valid for up to 18 prescriptions per calendar year for up to 12 months (the same amount for RESCRIPTON ODT, and up to 7 prescriptions per calendar year for RESCRIPTON ODT) at a maximum benefit amount of \$20 per fill. See eligibility and restrictions criteria on top back.

INSURANCE ER COVERAGE MAP
Choose a State

INSURANCE ER COVERAGE MAP
NUCYNTA ER
Average Copay \$2.33

Insurance Plan	Status	Average Copay
Medicaid	Covered	-
CVS Caremark	Tier 2	\$2.33
Express Script	Tier 3	\$2.33
UnitedHealthcare	Tier 3	\$2.33
Cheloni	Tier 2	\$2.33
Express BCBS	Tier 2	\$2.33
Aetna	Tier 2	\$2.33
Honore BCBS of NY	Tier 3	\$2.33

YOU CAN HELP YOUR PATIENTS SAVE:
ELIGIBLE PATIENTS WILL PAY NO MORE THAN \$25 FOR THEIR PRESCRIPTION CO-PAY FOR NUCYNTRA ER OR FRACTIONA® ER

NUCYNTA ER
tapentadol extended-release tablets

NUCYNTA
tapentadol

janssen

Peer-to-Peer Programs – What's New?



Speaker e-Portal

- Online training portal
- Latest approved presentations
- Speaker FAQs, one-page “refreshers” and additional training documents

Interactive Presentation Builder (IPB)

- Custom presentations built by speakers
- User-friendly drag-and-drop functionality



Multiple Delivery Vehicle for Peer-to-Peer Speaker Programs



LIVE PROGRAMS

- Streamlined deck with option of IPB
- Roundtable format for subset of live programs
- NP/PA programs



VIRTUAL PROGRAMS

- Meeting Direct Virtual Programs
- Speaker Direct for Low-See / No-See HCPs



PULL-THROUGH VEHICLES

- Speaker NewsChannel
- Attendee NewsChannel
- Target NewsChannel



NUCYNTA® ER
tapentadol extended-release tablets



NUCYNTA® II
tapentadol

Utilize BIOMM to optimize and customize HCP communications

BIOMM

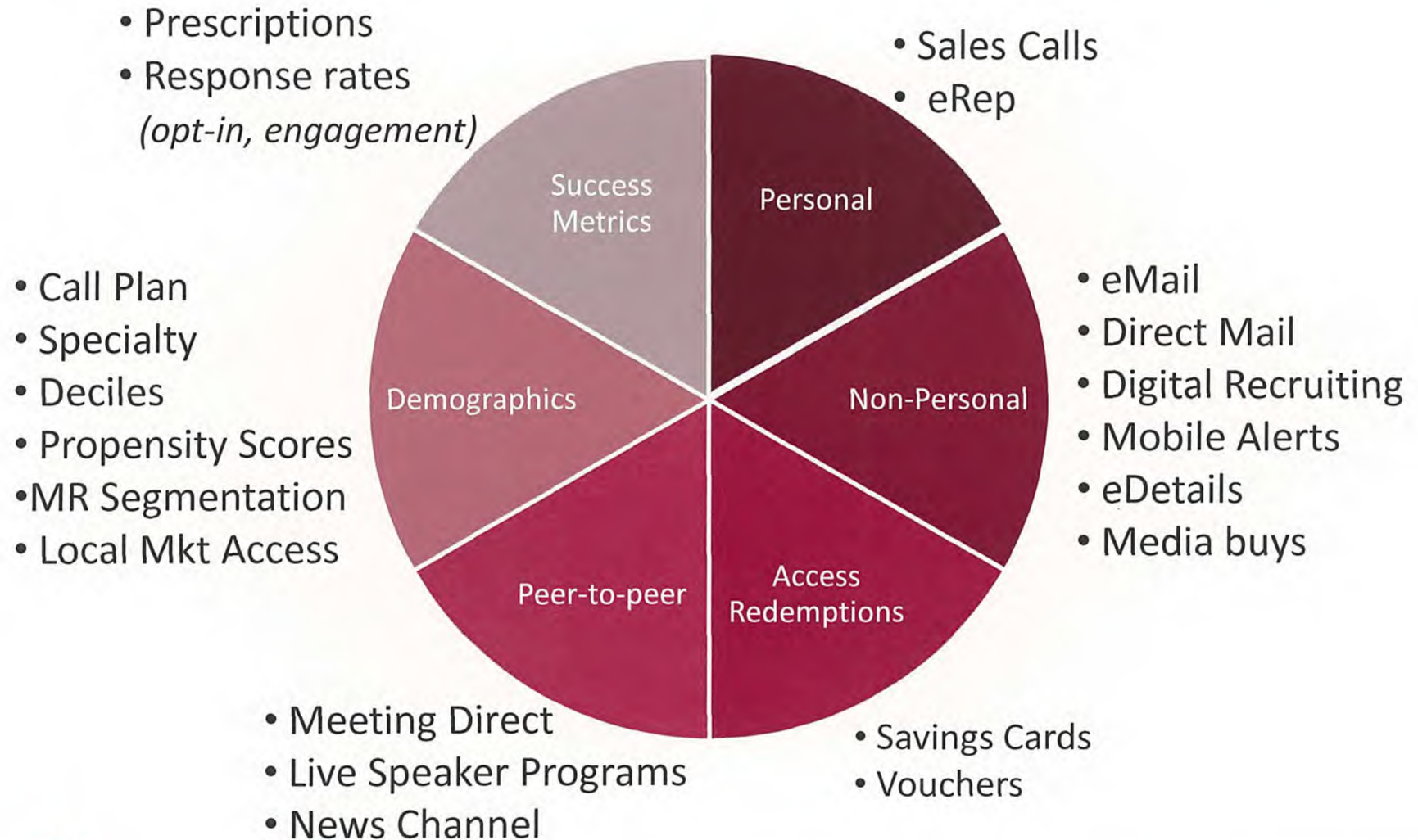
Behavioral
Insights *to*
Optimize
Marketing
Mix

Three Components

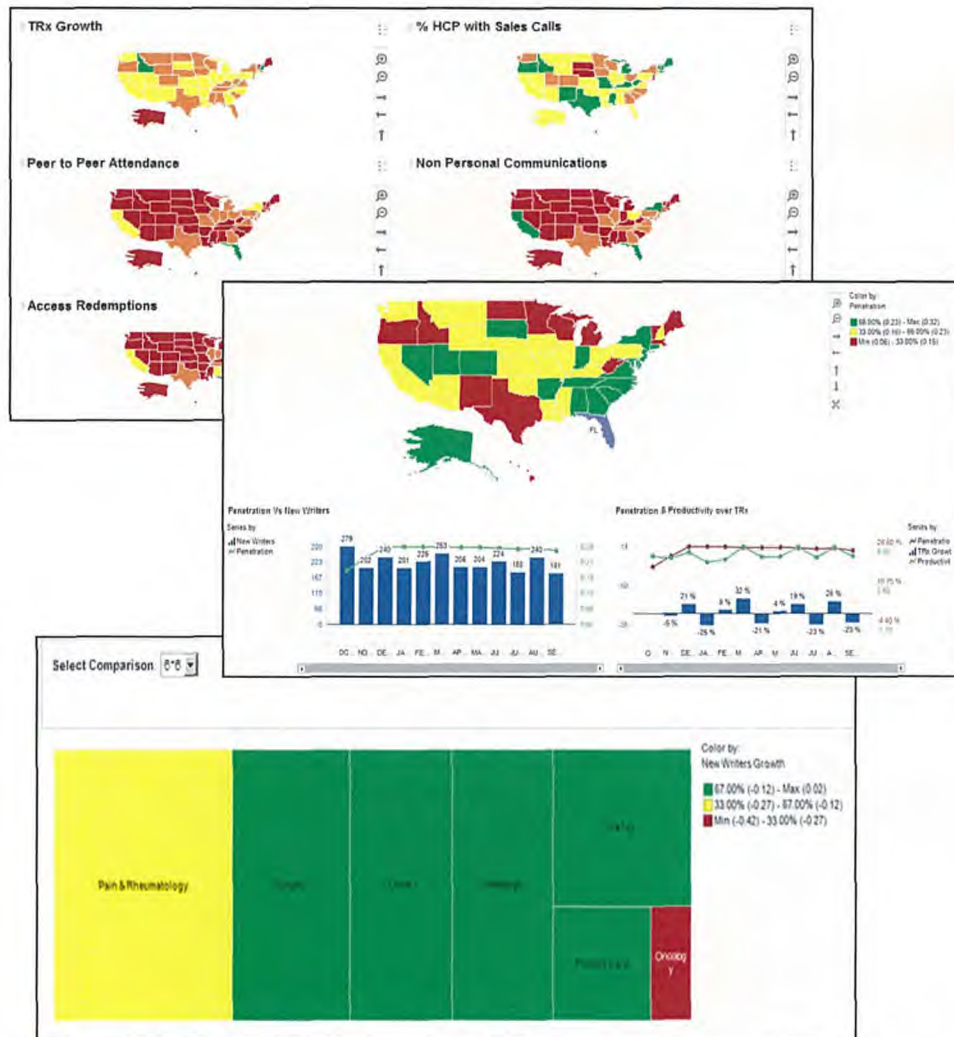
- 1. Data Integration/Visualization**
- 2. Advanced Analytics**
- 3. Customer-Centric Communications**

BIOMM Data Sources

Integrating 20 data sources across 5 sales/mktg channels



Visualization tool enables tracking across all channels



Capabilities

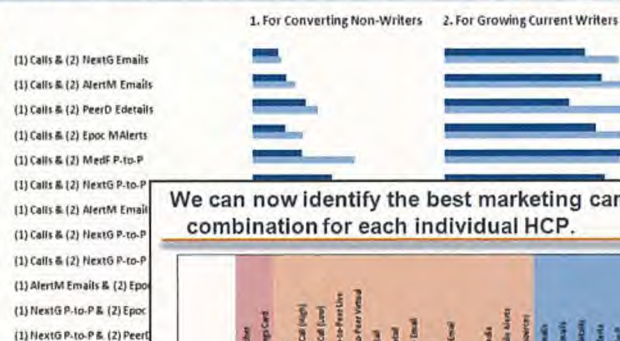
- View activity across all sales & marketing channels and TRx
- Filter by any demographic, writing behavior or call plan
- Track goals integrating all channels
- React quickly
- Execute pilot programs

Advanced Analytics recommends optimal combination of tactics for each HCP

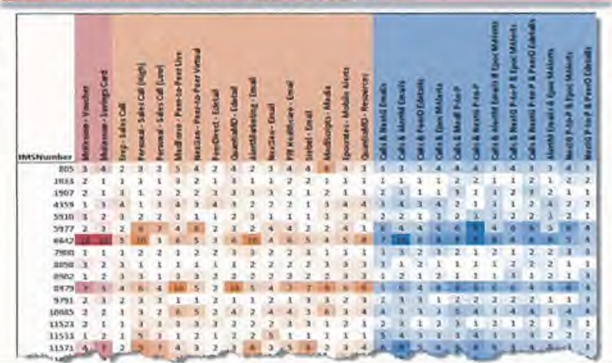
Non-Personal promotion is an effective strategy for Growing Current Writers.



The sequence matters: Sales Calls are most effective after a Peer-to-Peer or Non-Personal campaign.



We can now identify the best marketing campaign or combination for each individual HCP.



Key Recommendations

- Channels and tactics
 - Writers vs. non-writers
 - Targeted HCP vs non-called on
- Importance of combination sequencing
- Propensity score for each HCP per tactic and combination of tactics

Utilize BIOMM to optimize and customize HCP communications

BIOMM

Behavioral
Insights to
Optimize
Marketing
Mix

Examples of Individualized Sequenced Tactics



“Targeted Writer”

1. Rx Pad Ad
2. Sales Call
3. Virtual Speaker Program



“Non-Targeted Writer”

1. eRep Outbound
2. QuantiaMD
3. Virtual Speaker Program

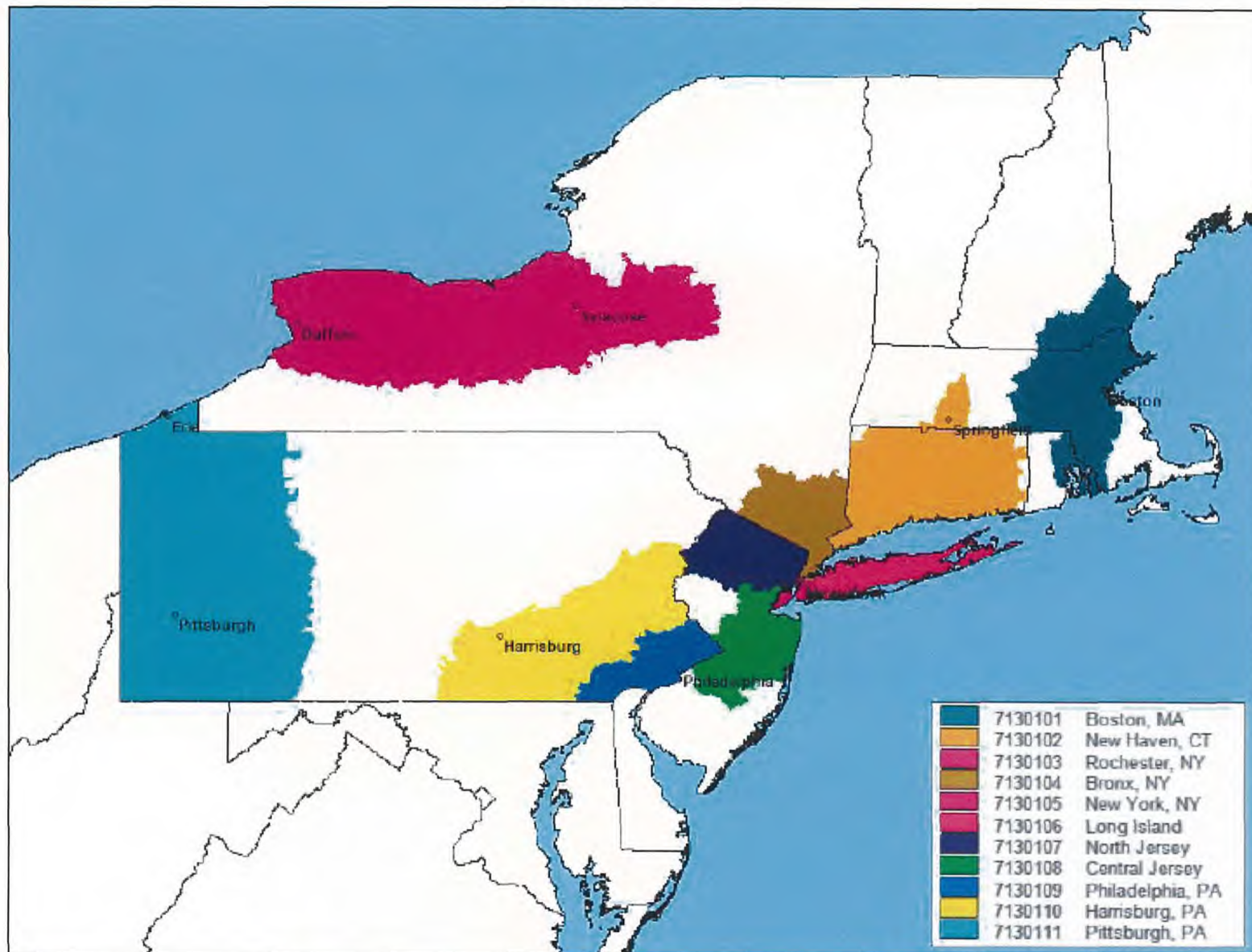
BACK-UP


NUCYNTA® ER II
tapentadol extended-release tablets


NUCYNTA® II
tapentadol

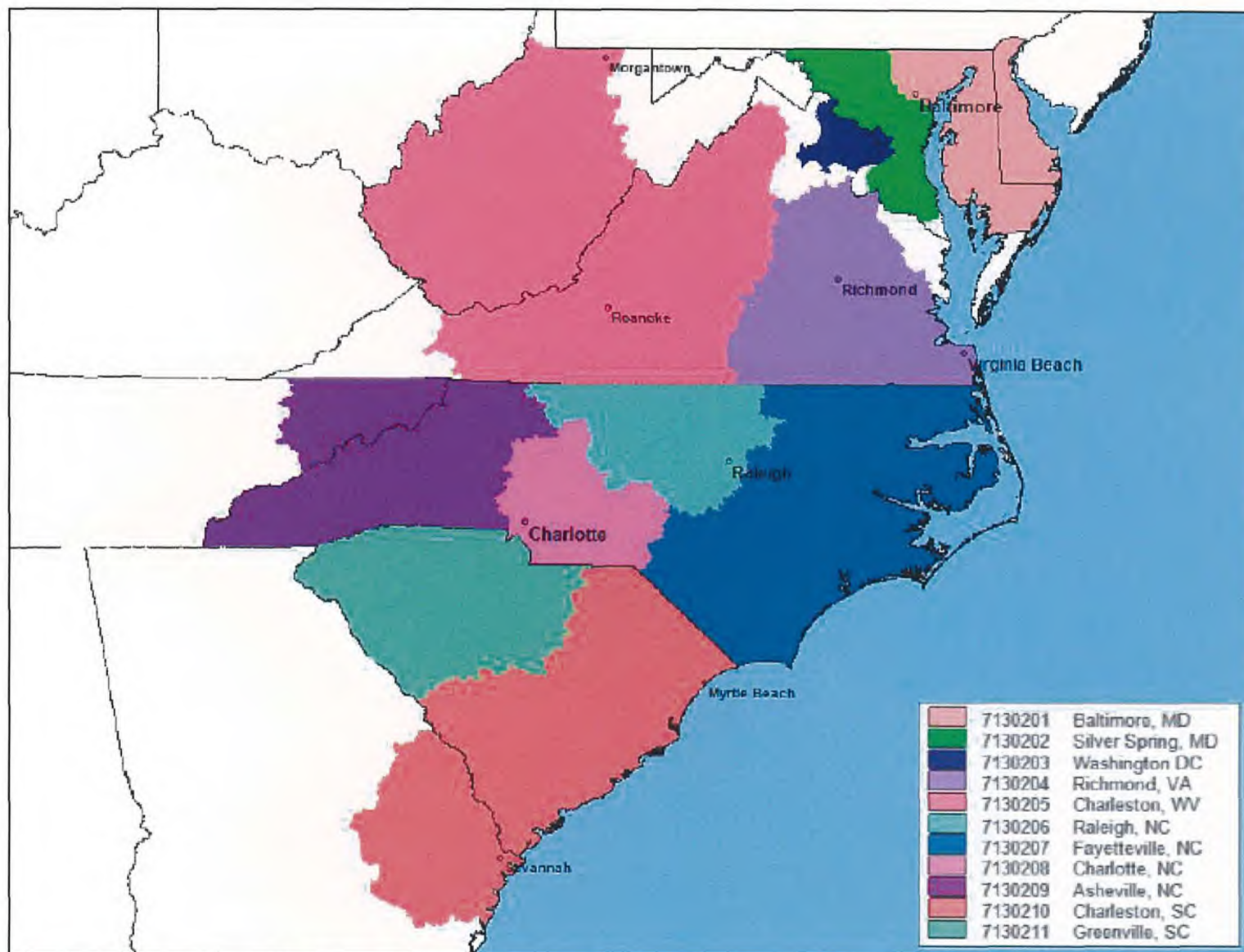
PAIN SPECIALIST – 2013

Northeast - 71301



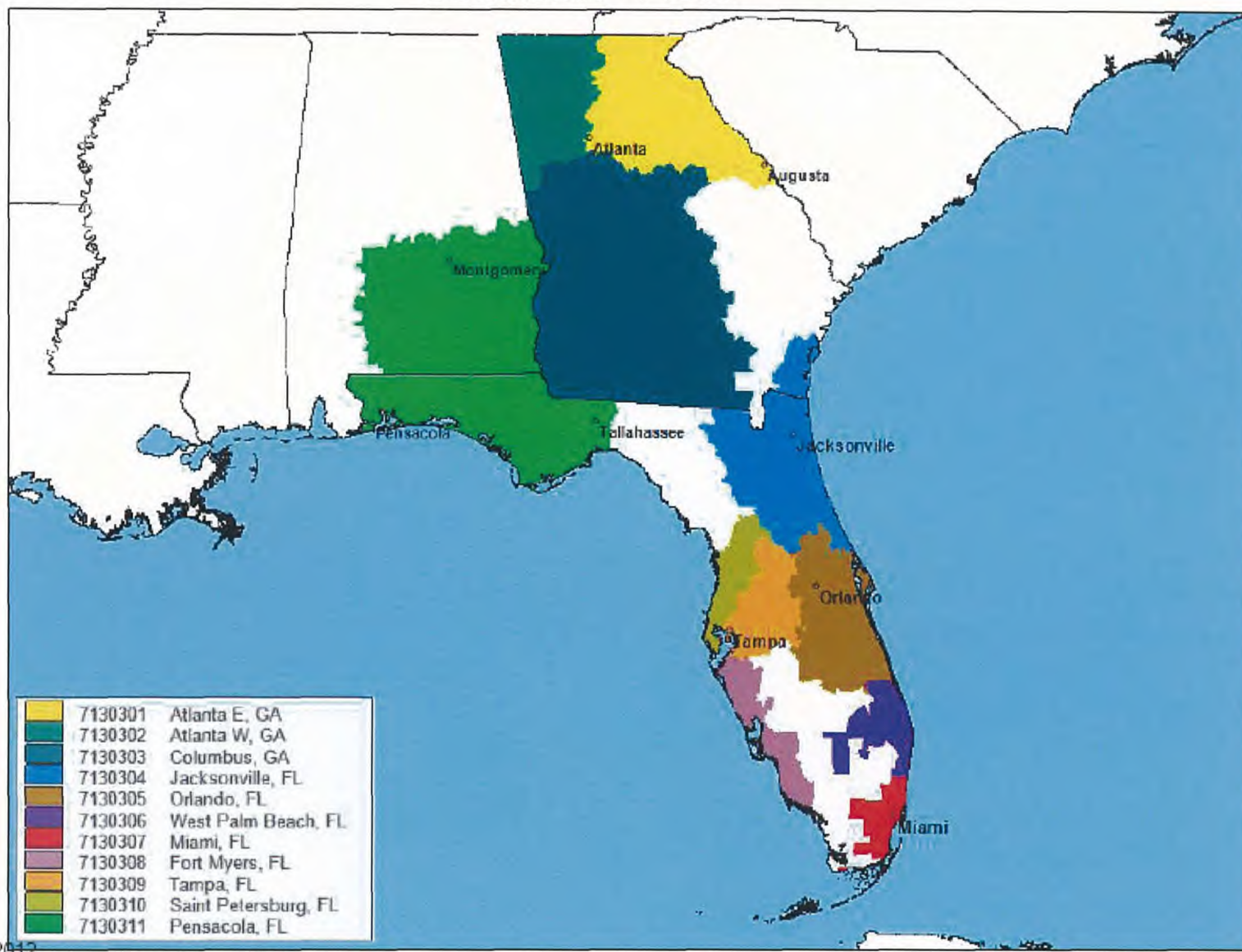
PAIN SPECIALIST – 2013

MID ATLANTIC - 71302



PAIN SPECIALIST – 2013

Southeast - 71303



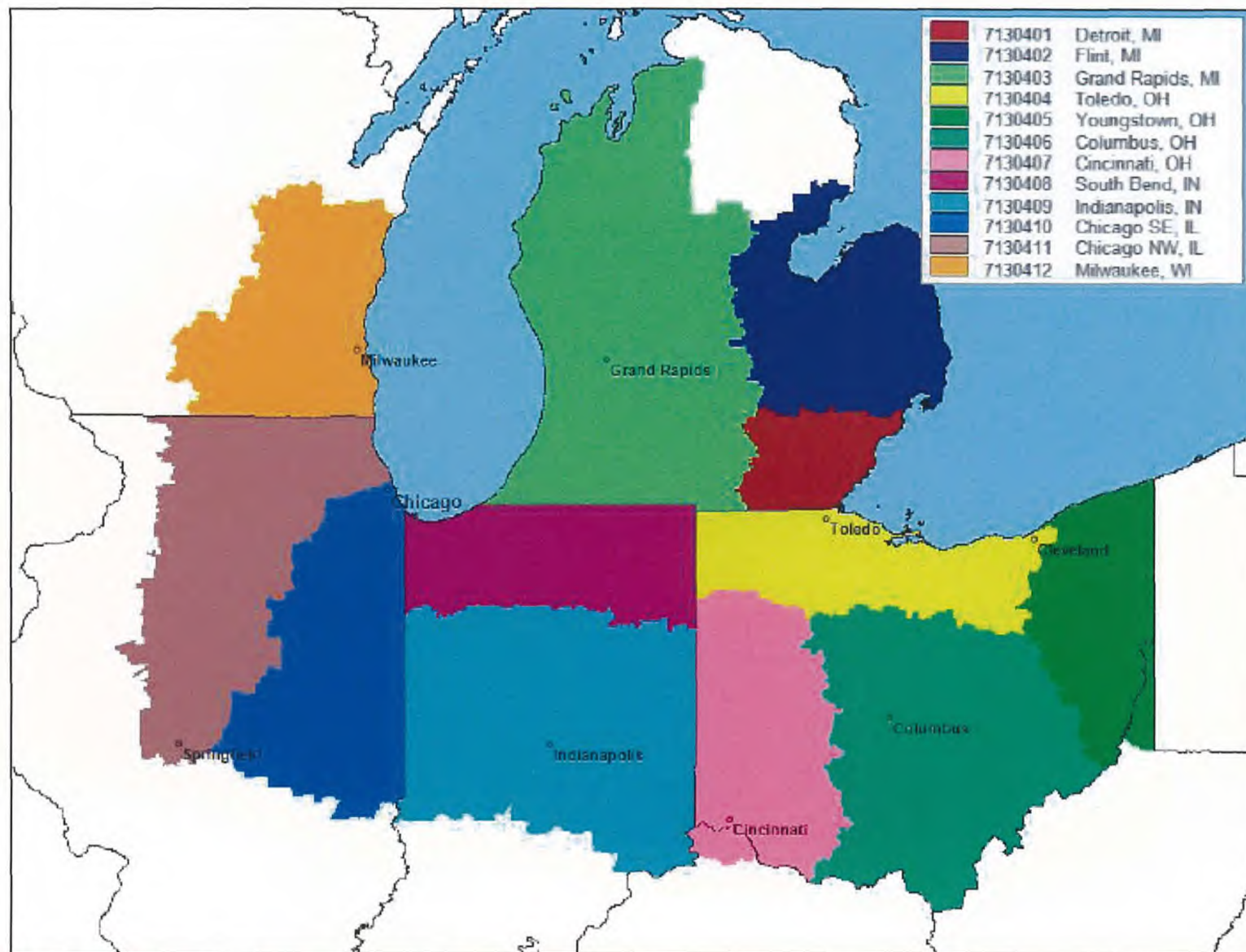
*toher 2013

NUCYNTA® ER 
tapentadol extended-release tablets

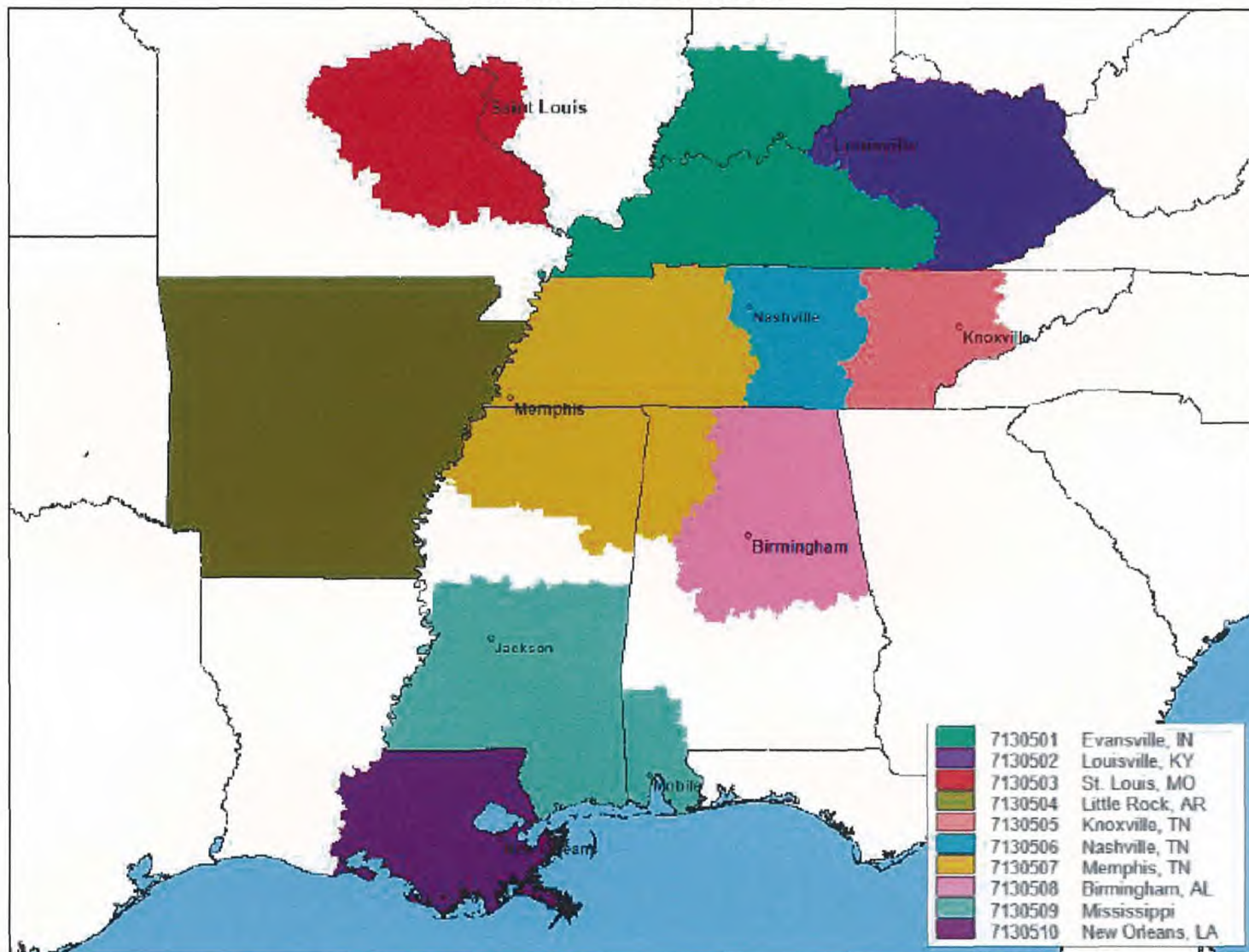
NUCYNTA® 
tapentadol

PAIN SPECIALIST – 2013

CENTRAL - 71304

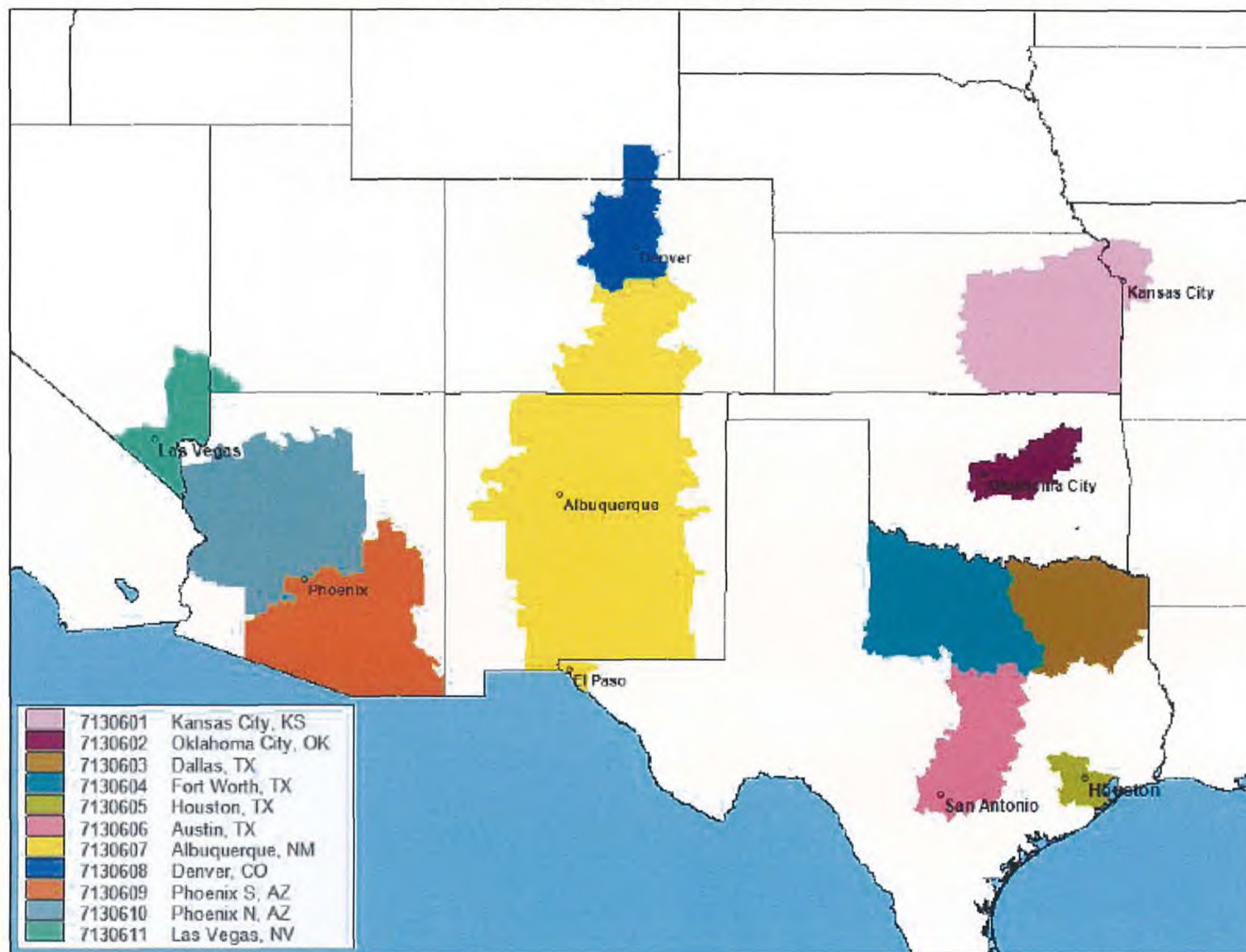


PAIN SPECIALIST – 2013 MIDWEST - 71305



PAIN SPECIALIST – 2013

SOUTHWEST - 71306



PAIN SPECIALIST – 2013

WEST - 71307

